

News of the Weird

demo url <http://content.uclick.com/content/nw.html>



feature type

text

frequency

1x weekly

delivery methods

FTP, UClick®

target audience

broad appeal



We all enjoy a funny story or a good joke, but there are those among us who especially savor tales of real things done by real people. Especially, inappropriate things. Especially, as done by judgment-challenged people. Readers with a taste for the strange-but-true demand someone who will monitor the nation's press every day, find the best (worst?) of this stuff on record, and report it to the rest of us. Hence, Chuck Shepherd's NEWS OF THE WEIRD, serving our nation's discriminating readers since 1988.

NEWS OF THE WEIRD is the longest-running, most widely read bizarre-but-all-true news feature in the United States – indeed, the gold standard of weird-news reporting. Each week, relying on his five-newspapers-a-day habit and a worldwide network of correspondents, Chuck Shepherd puts together a compendium of strange-but-true recent events as reported in the legitimate press.

About the Creator:

For more than 15 years, Chuck Shepherd has frolicked daily over piles of newspapers (and now, a computer screen), searching the country's and now the world's press for the most outlandish, eccentric, irrational, disturbing, funny or frightening stories of the day. He is the master, the dean, the wizard, the maven, the virtuoso of digging up the bizarre. You can be sure that if something weird happens anywhere, Chuck and his longtime band of news rangers are on it, ready to report it in the carefully selected, nonjudgmental style that has become the column's trademark.

NEWS OF THE WEIRD was a hobby in the 1980s while Chuck was a professor at the George Washington University business school in Washington, D.C., when in 1988, the local alternative newsweekly City Paper decided to run a column of stories.

The column quickly became a staple of the alternative press. The next year, Universal Press Syndicate began offering it to daily newspapers and it soon gathered a client list that now includes more than 350 newspapers and numerous Web sites.

Shepherd decided in 1992 that NEWS OF THE WEIRD's role in informing the country of the gradual decline of civilization was more important than teaching a bunch of business students how to stay out of jail. He soon moved to Florida ("Weird Central") to step up to his crucial mission full-time. (He had previously been a lawyer, a government official and a theatrical producer, which he says were fun jobs, but doing NEWS OF THE WEIRD is, he says, "a sacred trust.")

He has talked about his craft on television and radio, leaving host after host astonished (like, oh, Maury Povich and Joan Rivers) at true stories they just couldn't believe. In the earlier years of NEWS OF THE WEIRD five paperback book collections were published and another one is expected soon.

Chuck was born in 1945, lives in Tampa with his longtime lady friend and decreasingly ventures outdoors ("Hey," he says, "if you knew what I know ...").



4520 Main Street, Suite 500
Kansas City, MO 64111-7700

voice: 816 300 6500

fax: 816 300 6504

email: sales@uclick.com

www.uclick.com

 An Andrews McMeel Universal Company